

One jaw-dropping example can be seen in the healthcare industry itself. In the United States, healthcare is not only a system of care—it is also a massive business. Because of this structure, the way illness is communicated often becomes shaped by commercial incentives rather than purely clinical ones.

Language plays a central role in this. Health issues are frequently discussed in ways that are emotionally charged,

alarming, and psychologically provocative. The framing of disease, risk, and medical uncertainty is often designed to make people sicker. Even news media contributes to this dynamic. Health-related stories are often framed in the most emotionally provocative way possible, because fear, urgency, and shock drive hurts the person's health. The result is a continuous feedback loop in which

information about health does
not only inform people—it
also destabilizes them.